

Message Text

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PAGE 01 TEHRAN 01676 230855Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
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R 230805Z FEB 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
USIA WASHDC
INFO SECSTATE WASHDC 1363

UNCLAS TEHRAN 1676

USDOC FOR CAGNE/HALE

USIA FOR BRESCIA FROM BREWIN

E.O. 11652: N/A
TAGS: BEXP IR
SUBJ: TEHRAN INTERNATIONAL TRADE FAIR (TITF),
SEPTEMBER 19-OCTOBER 1, 1977

REF A. STATE 34841 B. 76 TEHRAN 12825 C. 76 TEHRAN 2828

1. POST'S PRELIMINARY PREPARATIONS FOR 1977 TITF HAVE INCLUDED RESERVING PAVILION NO. 5A (USED IN 1974 AND 1976), CONTACTING 30 LARGE U.S. FIRMS WITH TEHRAN OFFICES RE PARTICIPATION, AND SOLICITING BIDS FOR PURPOSE OF BUDGET PREPARATION. WE HAD ORIGINALLY INTENDED EXHIBITOR PARTICIPATION FEE OF \$3,000/BOOTH, WHICH WE CHARGED IN 1976; HOWEVER, UPON RECEIPT REF A WE HAVE RAISED FEE TO \$3,50/BOOTH, WHICH WE BELIEVE IS ALL MARKET WILL BEAR. FOLLOWING FISCAL PLANS SHOWS DEFICIT OF \$8,000 WHICH WE HOPE CAN BE COVERED FROM USDOC OR USIA FUNDS.

2. 1977 FISCAL PLAN:

EXPENSES (IN U.S. DOLLARS)
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#LOCAL TRAVEL FOR COMMERCE PERSONNEL	\$3,000
PAVILION RENTAL (1,680 SQUARE METERS AT 2,500 RIALS PER SQUARE METER)	60,000
#UTILITIES	4,000
#TELEPHONES	500
CATALOGUE	2,500

DESIGN	5,000	
MARKET PROMOTION	1,000	
#CONTACT PERSONNEL	10,000	
EXHIBIT SYSTEM: REFURBISHING, ERECTION, DISMANTLING, ELECTRICAL INSTALLATIONS, IDENTIFICATION SIGNS		17,000
HOSPITALITY	2,500	
EQUIPMENT (RENTAL & CAPITALIZED, INCLUDES CARPETING)	7,500	
TOTAL	\$113,000	

REVENUES

EXHIBITOR CONTRIBUTIONS (30 BOOTHS AT \$3,500 PER BOOTH)	105,000
USDOC/USIA CONTRIBUTION	8,000
#BASED ON 1976 COSTS TOTAL	\$113,000

3. JUSTIFICATION FOR USDOC/USIA SUPPORT (SEE ALSO REFS B AND C): TITF IS IRAN'S MOST IMPORTANT ANNUAL INTERNATIONAL EVENT AND IS ATTENDED BY OVER 2 MILLION PERSONS, INCLUDING SHAH, CABINET, PRESS CORPS AND OPINION LEADERS FROM GOI, BUSINESS AND ACADEMIC COMMUNITIES. OVER 40 COUNTRIES WILL SPONSOR PAVILIONS; OECD AND EASTERN EUROPEAN COUNTRIES MOUNT IMPRESSIVE, GOVERNMENTALLY SUBSIDIZED EFFORTS. FAIR IS ALSO EFFECTIVE COMMERCIAL VEHICLE, AS EVIDENCED BY STRONG INTEREST BY U.S. FIRMS THUS FAR CONTACTED AND BY SIGNIFICANT SALES RESULTS

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OF PREVIOUS YEARS. IN 1976 U.S. EXHIBIT AT TITF RETURNED OVER \$1 MILLION IN OFF-THE-FLOOR SALES, PLUS \$40 MILLION IN PROJECTED 12-MONTHS SALES FOR A DEPARTMENT OF COMMERCE OUTLAY OF ONLY \$55,000. PARTICIPATION IN TITF ALSO SERVES TO PRESENT TO MANY THOUSANDS OF IRANIANS A POSITIVE AND CONSTRUCTIVE VIEW OF U.S. INTERNATIONAL COMPANIES IN CONTRAST TO THE SOMEWHAT TARNISHED IMAGE WHICH HAS RECEIVED SO MUCH RECENT RECENT EXPOSURE.

4. ACTION REQUESTED: A) POST REQUESTS USDOC AND USIA TO ATTEMPT TO LOCATE SUFFICIENT FUNDS TO COVER ESTIMATED \$8,000 DEFICIT: B) POST REQUESTS COMMERCE TO CONFIRM TWO MAN MANAGEMENT TEAM (ONE PERSON REQUIRED TO HANDLE FREIGHT) AND NATURE OF RECRUITMENT ASSISTANCE AVAILABLE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Disposition Comment:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Litigation Code IDs:
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Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 34841
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 30-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3247420
Secure: OPEN
Status: NATIVE
Subject: TEHRAN INTERNATIONAL TRADE FAIR (TITF), SEPTEMBER 19-OCTOBER 1, 1977
TAGS: BEXP, IR
To: COM USIA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/bc1461c0-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009